

## **REMARKS**

Reconsideration of the present application, as amended, is respectfully requested. Claims 1, 30, and 42 have been amended. Claims 20-29 have been canceled without prejudice. New claims 54-57 have been added.

Examiner requires restriction to one of the following inventions under 35 U.S.C. 121:

- I. Claims 1-19, drawn to a method of claim relating to e-commerce retainers displaying and selling items of a third party, including identifying each item, associating the identifier with an image of the item, presenting the images to a user, identifying each item requested in response to an order request, and generating an order for the requested item, classified in class 705, subclass 26; or
- II. Claims 20-29, drawn to a method claim relating to e-commerce retailers selling items online that are displayed on a third party site, including identifying each item, redirecting the user to a third party site in response to user requests, receiving the identifier of a user-selected item, identifying the item selected including identifying of a user-selected item, identifying the item selected, including identifying an appropriate third party for fulfilling the selected item, and generating an order for the requested item, classified in class 705, subclass 26.
- III. Claims 30-53, drawn to system relating to improved methods for retailers to display and sell items of a third party, including a module or program logic for receiving requests and that module also providing images and

descriptions (claim 30 only), a module or program logic for processing orders for items, and a module or program logic for fulfillment of orders, classified in class 705, subclass 26.

Applicant respectfully elects **Group I**, classified in class 705, subclass 26.

Applicant respectfully believes that claims 30-53, as amended, fall within elected Group I, and further that newly added claims 54-57 also fall within elected Group I.

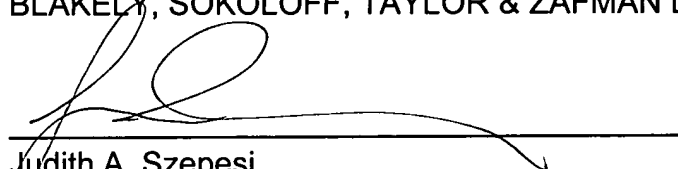
If a telephone interview would expedite the prosecution of this application, the Examiner is invited to contact Judith Szepesi at (408) 720-8300.

If there are any additional charges/credits, please charge/credit our deposit account no. 02-2666.

Respectfully submitted,  
BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP

Dated: \_\_\_\_\_

7/11/05

  
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